



Welcome to the world's best Yakiniku restaurant!



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**Imaginations**

Imaginations Co., Ltd.

# Our Vision

“Welcome to the world’s best Yakiniku restaurant!”

Our vision is to be the World’s Best Yakiniku Restaurant.

Yakiniku Great strives to be the best, not for the number of our restaurants or amount of our sales. We have greater aspirations than those!

When we welcome our guests, we ask ourselves:

How can our guests spend their happiest hours at our restaurants?

When we welcome our guests in this way,  
how much more meaningful our work and our lives become!

When we welcome our guests,  
we are also seeking to contribute to our partners and local communities.

When we welcome our guests in this way,  
how many people in the world can we introduce to Japanese dining culture  
and have them be pleased with it?

Even imagining this vision makes us happy!  
So, we love to continue imagining the scene of our guests enjoying more and more,  
and we love to see their expressions of delight.

Simple and ordinary things, such as a fresh, gentle breeze, are changed  
into new experiences and forms of pleasure  
by using our imagination to relish and enhance them.

This is the mission of Imaginations.

Imaginations Co., Ltd.  
Imaginations Hong Kong, Ltd.



Owner / Director **SHOJI TSUGAWA**

Born November 1975.  
From Kawasaki City, Kanagawa Prefecture  
At the age of 27, opened a small Yakiniku restaurant  
in Moka City, Tochigi Prefecture

Company Motto  
**Making Everybody Happy with Yakiniku**

## Our Plan

Our Policy and Plan

### Overseas Business

By opening a restaurant in Hong Kong in 2015 and planning to open others in the USA in 2020, we hope to realize our goal of making Japanese KUROGE beef into an internationally famous food with target sales of ¥3,000,000,000 (US\$30,000,000) over 10 years.

### Domestic Business

Our slogan is to be the world’s best Yakiniku restaurant. With our two main branches in Kanda, Tokyo, and Utsunomiya, Tochigi, we aim to hit sales of ¥100,000,000 in Japan with our strategy of specializing in Japanese Beef Yakiniku.

**Three Businesses  
and Dreams  
Connected to Each Other  
by All Staff and Operations**

### Consulting Business

We are planning to open a consulting business for domestic and overseas franchising – supporting operations, providing know-how, supplying high quality Japanese KUROGE beef, optimizing systems, etc.



# Connecting

Connecting Producers to Guests

The core of our business is the operation of Yakiniku Restaurants. However, we don't think of our job as simply serving Yakiniku, but also as serving Japanese KUROGE beef raised by the best producers and as making all of our guests, our staff members, our producers, and our business the happiest.



## 1. “Japanese KUROGE Beef” Our Pride to the World

Since before the Meiji Era, a special type of beef cattle has been raised in Japan. It is not too much to say that it is the world's best beef: tender and with the best fat. However, the number of producers has been decreasing because of economical and personnel difficulties.

Yakiniku Great has been providing the best Yakiniku and promoting its beauty at special restaurants which provide the choicest cuts of Japanese KUROGE beef.



## 2. Direct Deal with Shibaura Meat Market

Like Tsukiji Fish Market where the best fish in Japan are gathered, the best beef produced in Japan is gathered at the Shibaura Meat Market. Miya Meat is the top wholesaler and only handles top-class Japanese beef purchased at the market. We are dealing with Miya Meat directly. (In general, Miya Meat wholesales to retailers, and the restaurants buy from those retailers.) Because we deal directly with Miya Meat, it is possible for us to buy fresh, high-quality beef as well as have a significant cost reduction. The skill of the staff members in charge of buying the beef is also very important.

## 3. To each Yakiniku Great Branch Restaurant

Each portion of beef delivered in blocks to the branches is carefully aged, cut, and treated by skillful expert cooks trained to prepare Japanese beef for Yakiniku menus. Cooking methods such as cutting thickness, roasting, and so forth are still studied daily to serve each portion of beef of the highest levels of quality and with the perfect amount of fat for the best and most beautiful flavor and texture.



## 4. Then, to the Guests

In order for our customers to say, “I have never eaten such delicious Yakiniku before”, we take a hands-on, whole-hearted approach and work hard from the time we purchase the beef until it reaches our customers at the table. Of course, it is not only about taste, but also the atmosphere and service at the restaurants that are important factors to make sure our guests have a pleasant experience. The whole staff strives to make Yakiniku Great great together.



# Career

## Are you tired of doing the same thing day after day?

“Make Our Careers Ourselves”, is our fundamental stance.

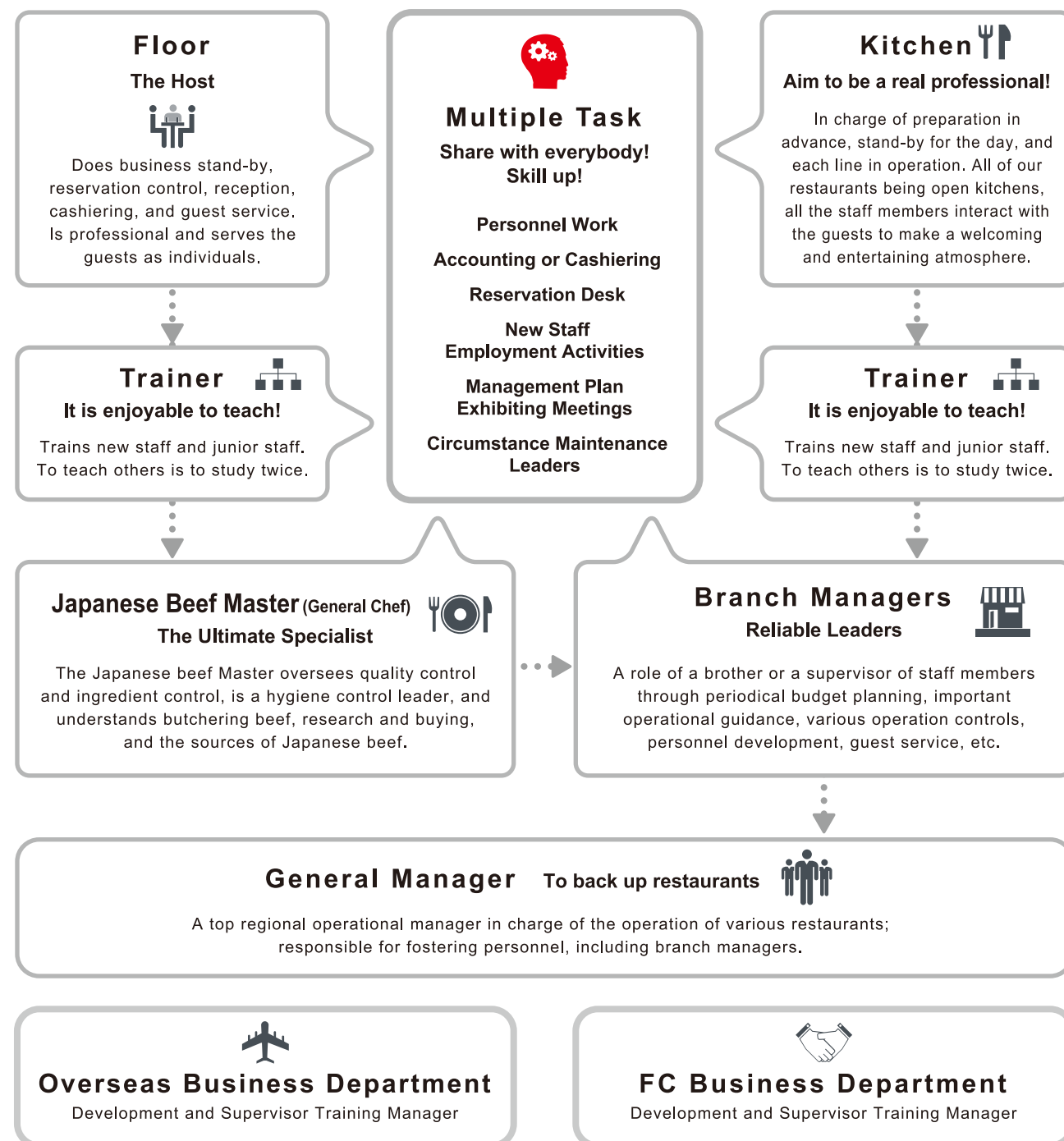
You can experience various jobs regardless of gender in our company. You can work in various roles concurrently.

In other companies, once you start working in one role, you are limited to working in that role every day.

Aiming to be the world's best Yakiniku restaurants, our system is a multi-task system involving all the staff members in different facets of operations.

**“Don’t apply the job to the staff; apply the staff to the job.”**

**This principle allows us to explore our talents and be what we want to be.**



# Skill up

## Imaginations' Various Development Programs



### Environmental Maintenance Program

We who create the working environment are fostering the best employees and brightening things and hearts through environmental maintenance. Therefore, school teachers in charge of guiding students' careers, please come and see our restaurants!

### Branch Manager Program

We perform checks of each of about 30 business items. This six-month program is designed to foster branch managers full of self-confidence.

### Tsugawa Jyuku

Corporate philosophy. Business direction. Company values. This Jyuku, or institute, focuses on reducing common ambiguity or vagueness or slippage of the sense of value. No one likes a system where the staff are whispering “This man's words and that man's words are different, aren't they?”

### Japanese Beef Professional Program

Business items for the Japanese beef professionals materialized into about 30 items in total and divided into the first and second steps are checked one after another, using a checklist. This is a six-month course. “Remember by looking at the back!” Nothing is written on the back, though.

### Producer Meeting Trip

Enthusiasm and aim are required for working effectively. A feeling of contribution is also required. This is a winter event to learn about Japanese KUROGE beef well, to get to know the producers and the distribution process and to understand the contribution we aim at while enjoying and finding satisfaction in our work.

### Trainer Orientation

How can we teach our staffs what we ourselves don't know? Don't worry. This orientation will provide the skills you need to become an excellent trainer.

### Star Catching Table

It is possible for the kitchens and the reservation headquarters to learn any of the business with this star catching table. What and where we have to start learning from, who are excellent at their jobs and in which roles we staff members excel.

### Introduction Orientation

When new employees join a company, they can feel disoriented and overwhelmed, but we make sure this doesn't happen. Fresh staff members learn their roles and the company's values and business patterns well at the time of this orientation.

Skill up

# Events&Recreation

Main Annual Events of Imagination and Recreation



## The Lodging Trip

During the lodging trip in August every year, various meetings are held to study joint ownership of vision, annual themes and goals for the following years. The destination is changed every year and the solidarity of the team is strengthened through rich activities and by studying, thinking, and playing during the trip.



## Awards

In November every year, a day is designated to award prizes to our company staff who have contributed to the company significantly during the year. For this special day, recommendations and reasons to choose nominees are collected. On this day, we listen to other staff members whom we do not normally get to hear from during working hours. It's a really important day when all the staff nurture mutual respect.



## Research Meeting

Research meetings are periodically carried out at other restaurants. We think it is important to “develop emotional experiences for ourselves first in order to impress our own guests”. Important contact points are menus, dishes, the services of other restaurants, to eat, to play, and to feel. We also further create new experiences by adding our own important essences to those experiences. Therefore, even Disney Land serves as a good location for these research meetings.

## Admiration of Fellows and Growth of Ourselves

We have put in so much hard work since the establishment of our group of restaurants, but I think it is because of our hard work that we have become by far the best Yakiniku Restaurant in Tochigi. I am really excited and looking forward to “the future of our group of restaurants, each staff member and I, myself” by aiming to be the best in the world from now on. At the time of the Imaginations Awards held every year, the staff members that have contributed to the group restaurants for the year are awarded various prizes, including the fresh staff prize, as well as others like the annual MVP prize. These prize winners are chosen based on the recommendation of all the fellow staff members and the reasons for those recommendations are also announced, and so, the staff members are given the encouragement and power to continue growing because of their fellow members' unexpected admiration.



Imaginations Co., Ltd.  
Representative Director  
Tsunakawa Hiroaki

## Happy Colleagues Are

# Waiting

# For You!



## Our Fellows

Introducing the Imaginations Staff

### Advancing with my own vision and reliable colleagues!



**New Senior High Graduate  
Kazuhiro Fujihira**  
(1st year staff member)

Honestly speaking, I was anxious when I graduated senior high school and entered the workforce. But thanks to my happy senior colleagues and reliable junior colleagues, I can advance toward my vision and have overcome many challenges!

### Growth of my juniors becomes my own power!



**Floor Leader  
Do Thi Nhu Ha**  
(1st year staff member)

I am training the new staff members as a trainer except for guest service at the site, but seeing my juniors whom I have trained myself increases my confidence. It makes me very proud of my job.

### I am proud of my job as I can grapple with my job by thinking myself!



**Cashier and Floor Leader of General Dept.  
of Headquarters  
Yukari Imai** (7th year staff member)

I work in the head office and in guest services. I can experience various things according to the company policy of “Don't apply the job to the staff, but the staff to the job”. I am really proud of my job as I can grapple with it through “trial and error” by myself to make it easier for the staff to work at the site.

### Advance daily with all the staff together.



**Branch Manager of Kanda Nishiguchi Restaurant  
Kengo Yatsuka**  
(3rd year staff member)

I am working as a branch manager to optimize working conditions making it possible to cook dishes which guests enjoy and the staff are pleased to cook. I want to continue improving my personal abilities, so I am working hard and advancing every day together with all the staff members.

# Company Overview

<b>Company Name</b> Imaginations Co., Ltd.	<b>Capital</b> ¥5,000,000
<b>Hong Kong Company Name</b> Imaginations Hong Kong, Ltd.	<b>Number of Domestic Employees</b> 135 employees (30 inner regular staff)
<b>Head Office</b> 13-13, Honcho, Utsunomiya-shi, Tochigi Honcho Building, 3/f	<b>Number of Restaurants</b> 5 domestic, 1 overseas
<b>Phone Number</b> +81-28-666-0120	<b>2018 Consolidated Sales Plan</b> ¥1,080,000,000
<b>Founded</b> November, 2009	<b>Business Contents</b> Management of Restaurants (Yakiniku restaurant)

# Company History

<b>2004</b>	Yakiniku Kantera was opened in Moka City, Tochigi Prefecture.
<b>2005</b>	Our second restaurant, a 100 tsubo (330 square meter) large scale Yakiniku restaurant Kantera Haja was opened in Utsunomiya City, Tochigi Prefecture.
<b>2008</b>	The first Yakiniku Great in the present form was opened at Eno-machi in Utsunomiya City.
<b>2009</b>	The first Yakiniku Great was moved to Honcho, Utsunomiya City. (the present Honcho Restaurant)
<b>2010</b>	A second Yakiniku Great was opened in Kanda, Tokyo.
<b>2011</b>	A third Yakiniku Great was opened in front of JR Utsunomiya Station in Utsunomiya City.
<b>2012</b>	A fourth Yakiniku Great was opened in Nihonbashi, Tokyo.
<b>2012</b>	The restaurants other than Yakiniku Great were closed in order to concentrate the business
<b>2013</b>	in the form of Yakiniku Great. Imaginations Hong Kong, Ltd. was established.
<b>2014</b>	A central kitchen Tare Kobo was established.
<b>2015</b>	The first overseas Yakiniku Great was opened in Hong Kong.
<b>2018</b>	Yakiniku Great ROOM was opened at Kanda, Tokyo.
<b>2020</b>	Scheduled opening of Yakiniku Great in New York, USA.

# Our Restaurants

<b>HKG</b>	<b>Yakiniku Great Hong Kong</b> 1/f, 255 Queen's Road Central, Central, Hong Kong	+852-3565-6129
<b>JPN</b>	<b>Yakiniku Great Utsunomiya Honcho</b> 13-13, Honcho, Utsunomiya-shi, Tochigi Honcho Building, 1/f	(81) 28 666 0120
<b>JPN</b>	<b>Yakiniku Great Utsunomiya Station</b> 1-4-6, Ekimaedori, Utsunomiya-shi, Tochigi	(81) 28 627 4600
<b>JPN</b>	<b>Yakiniku Great Tokyo Kanda West</b> 3-14-7, Uchikanda, Chiyoda-ku, Tokyo Uchikanda 3.14 Building, 2/f	(81) 3 6206 8474
<b>JPN</b>	<b>Yakiniku Great ROOM</b> 2-1-14, Kajicho, Chiyoda-ku, Tokyo Akaokosan building 2-3/f	(81) 3 6206 0503
<b>JPN</b>	<b>Tare Kobo</b> 13-13, Honcho, Utsunomiya-shi, Tochigi Honcho Building, 3/f	(81) 28 678 6363

<http://imaginations.co.jp/>

